

# A Room of Our Own

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THE BOOK CLUB  
OF CALIFORNIA

E X P A N D S

QUARTERLY  
News-Letter

VOLUME 75 • NUMBER 2-3 • SPRING/SUMMER 2010

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Robert J. Chandler, Secretary      Mark A. Sherman, Treasurer

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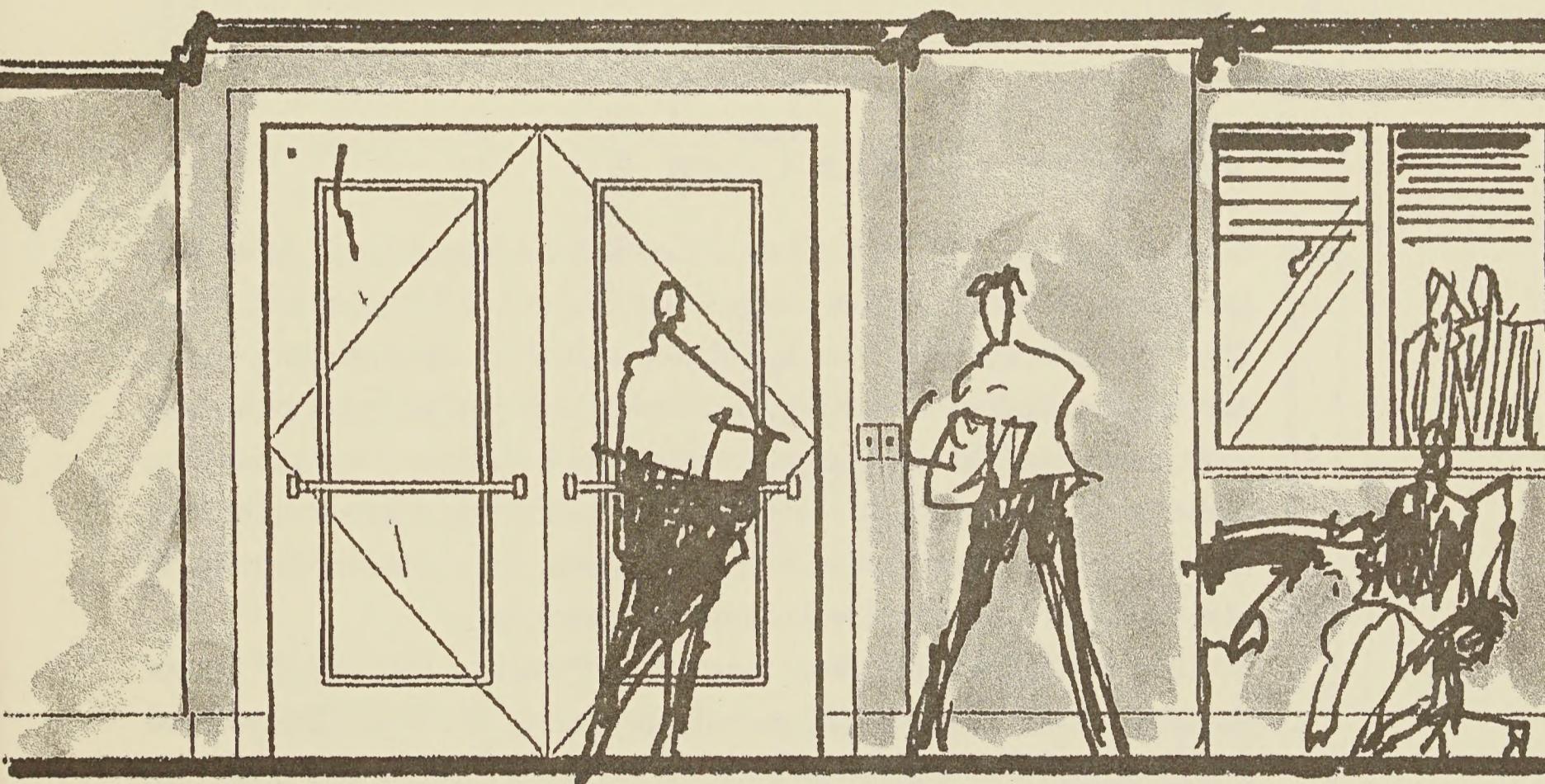
The Book Club of California's mission is to support fine printing related to the history and literature of California and the western states of America. The Book Club of California is a membership organization founded in 1912, and known for fine print and research publications, alike. The Club reflects the diverse interests of book-minded people, and promotes ongoing support of individual and organizational achievements in the fine printing and allied arts, with particular focus on the western regions of America.

The Club is limited to 1,250 members. When vacancies exist, membership is open to all who agree with its aims, and whose applications are approved by the Board of Directors. Dues date from the month of the member's election. Memberships are: Regular, \$75; Sustaining, \$100; Patron, \$150; and Student, \$25. All members receive the *Quarterly News-Letter* and, excepting Student members, the current keepsake. All members have the privilege—but not the obligation—of buying Club publications, which are limited, as a rule, to one copy per member. All members may purchase extra copies of keepsakes or *News-Letters*, when available. Portions of membership dues in the amount of \$10 for regular membership, \$35 from the sustaining level, \$85 as a patron, and donations—including books—are deductible in accordance with the Internal Revenue Code.

Copyright 2010 by The Book Club of California, 312 Sutter Street, Fifth Floor, San Francisco, California 94108-4320. Hours: Monday, 10 a.m.-7 p.m.; and Tuesday through Friday, 10 a.m.-5 p.m. Telephone: (415) 781-7532, or toll-free at 1 (800) 869-7656. Fax: (415) 781-7537; E-mail: Lucy Rodgers Cohen: lucyrcohen@bccbooks.org; Susan Caspi: susancaspi@bccbooks.org; Web site: www.bccbooks.org. This issue of the *Quarterly News-Letter* is designed and composed by Thomas Ingalls and printed letterpress by Norman Clayton at Classic Letterpress, with illustrations by Ian Murray.

The Book Club of California  
is pleased to announce its  
expansion at 312 Sutter Street.

COMPLETION OF THE RENOVATED  
QUARTERS IS ANTICIPATED FOR JUNE 2010.



Front Door

ALL SKETCHES BY IAN MURRAY OF  
CANDRA SCOTT & ANDERSON DESIGN

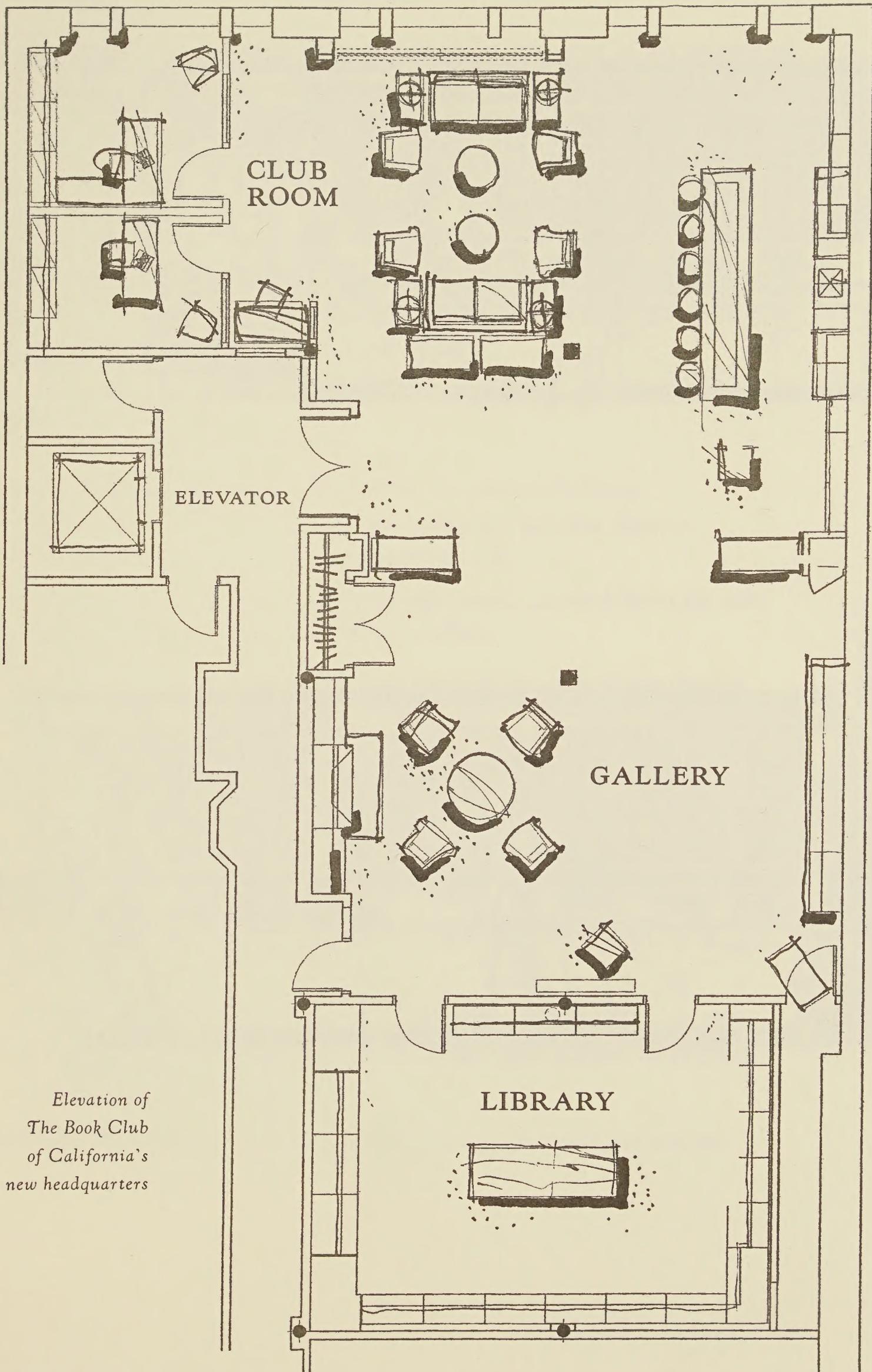
**S**tately double doors of Suite 500 greet you as you step from the elevator and usher you into the Book Club of California's luminous new rooms—space tailor-made for booklovers. Gentle light from windows overlooking busy Sutter Street, far below, joins soft down-lights and table lamps to cast a glow of cordial hospitality throughout the Club. Beyond the browsers in comfortable armchairs, your friends signal greetings from the bar. You spend a few moments viewing the exhibits in their sparkling new cases before taking your seat in the lofty gallery for tonight's talk. As you wait for the presentation to begin, you note beautifully shelved rare books and Club publications, vintage plaques, and a genuine Victorian mantel lining the warm parchment-and-blue-accented walls. At once intimate, clubby and exciting, this congenial domain spurs a new pride in your membership. You will definitely visit the Club often.

## *A Room of Our Own*

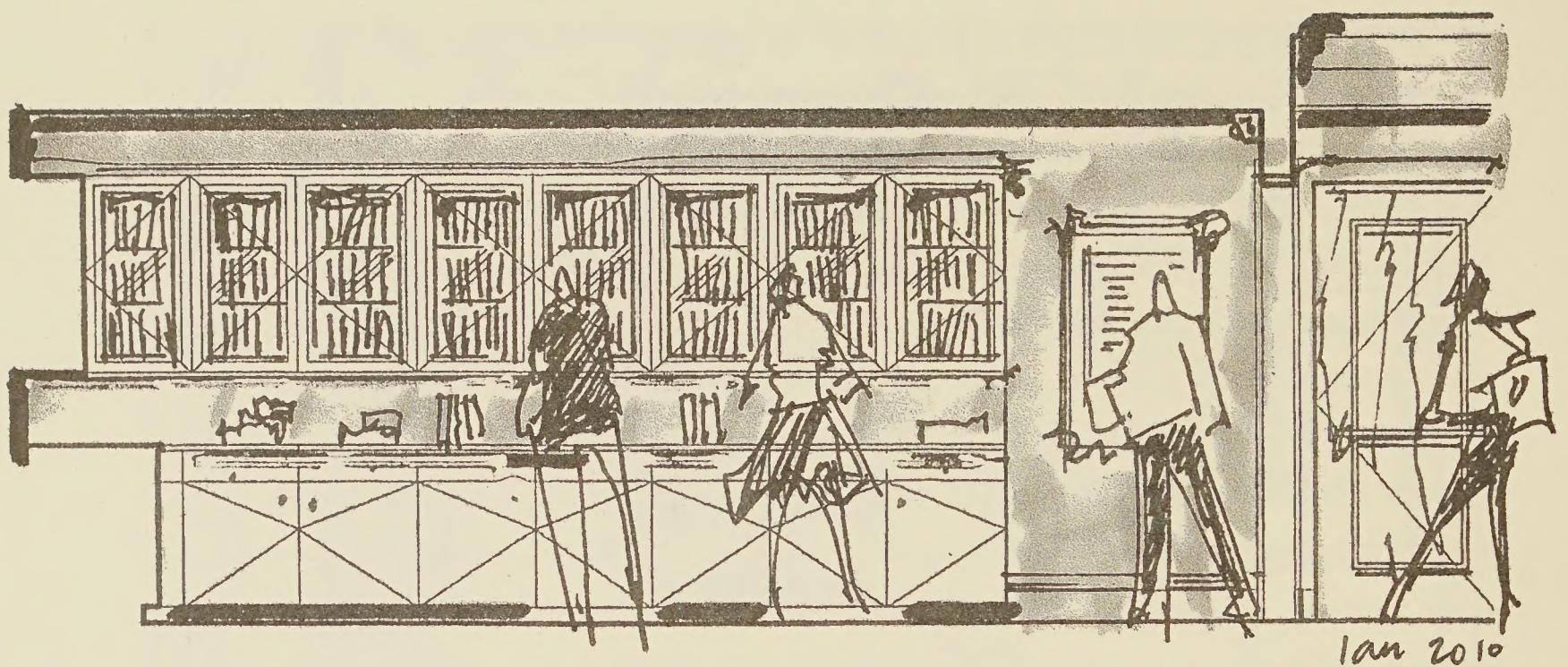
Since the 1970s, The Book Club of California's headquarters have been located in the World Affairs Council building at 312 Sutter Street. Here, Club members and associates have been assisted by administrative and financial office staff—and have enjoyed hosted convivial informal gatherings and ceremonies. The multipurpose headquarters of Room 510 also has been home to a fine printing and California history/literature library collection, and a growing collection of book arts, ephemera, and related exhibitions. It also serves for Club board and committee meetings.

When neighboring fifth-floor tenant San Francisco Planning & Urban Research Association (SPUR) moved out in 2009, the Book Club realized an opportunity to expand its meeting rooms, collections and programs. Now, it is growing in order to better benefit members and offer visitors greater public access to programs in support of its ongoing mission of promoting fine printing related to the history and literature of California and the western states of America.

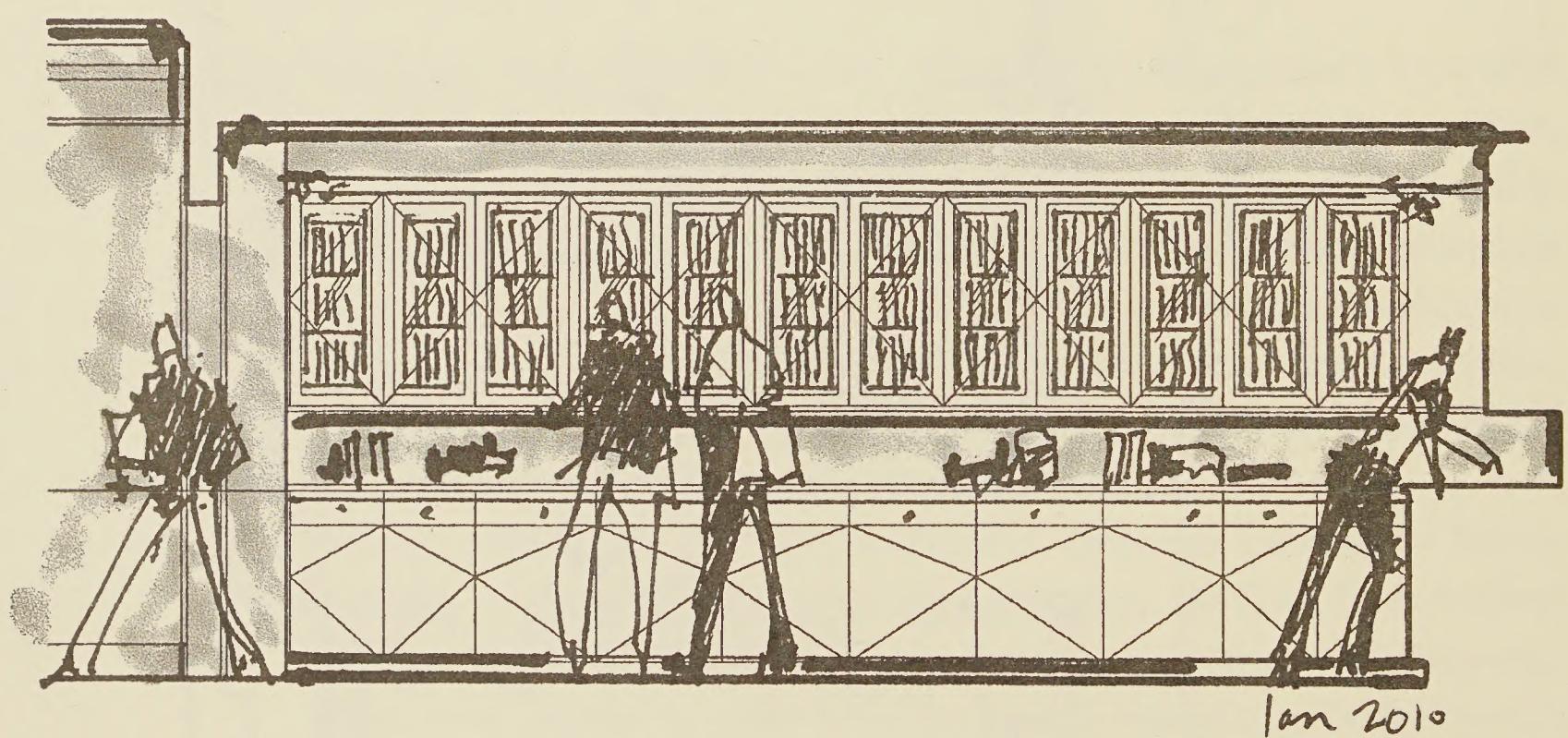
SUTTER STREET



*Elevation of  
The Book Club  
of California's  
new headquarters*



Browsing the Library



Browsing the Library

# Fulfilling Our Mission

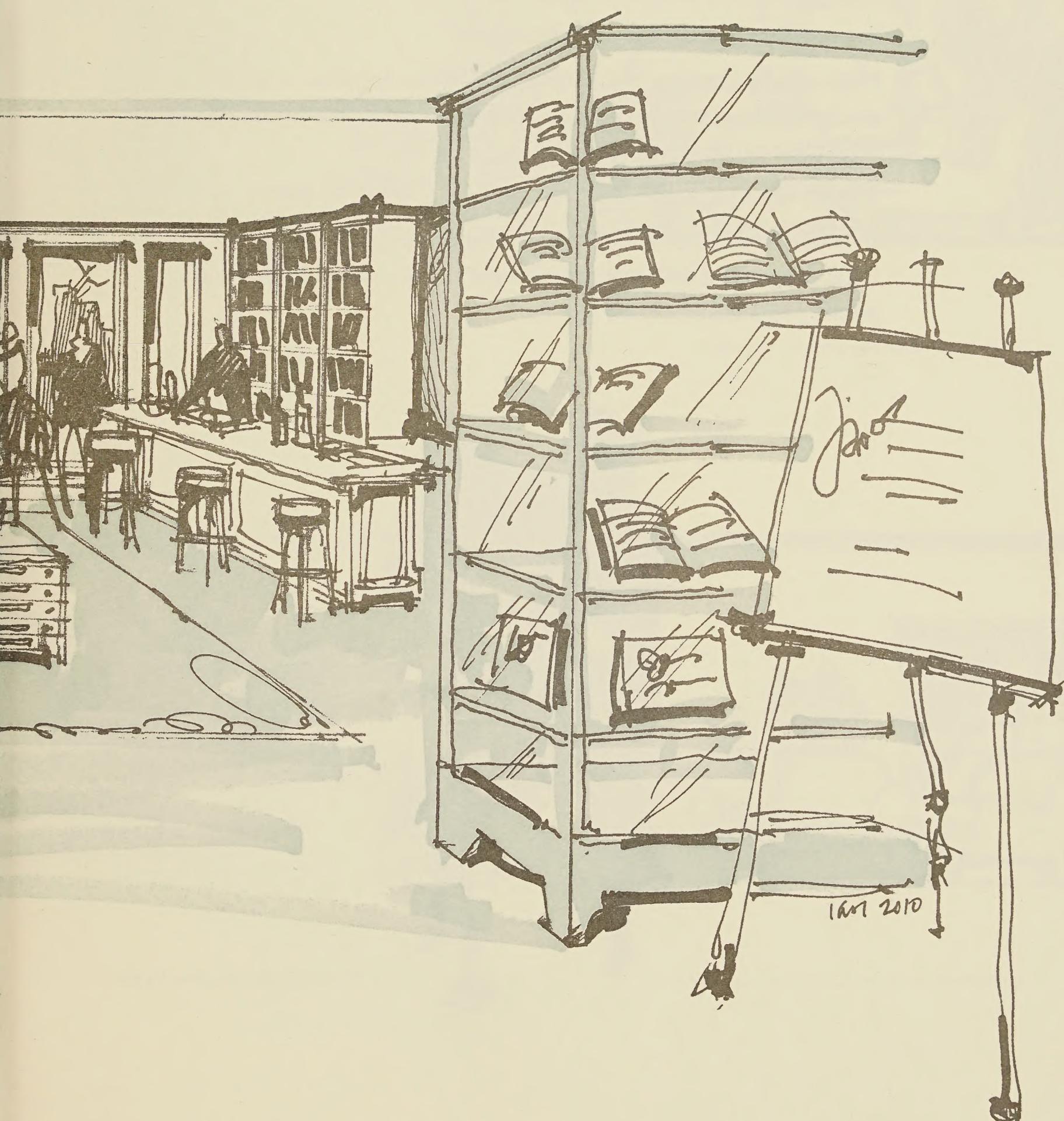
Founded in 1912, the Book Club of California was part of the rebirth of San Francisco from the devastating 1906 earthquake, that would erupt into the glory of the Panama Pacific International Exposition in 1915. In the years since, the Club has gained worldwide respect for its fine print and research publications, reflecting the best in the book arts.

As the Club prepares to enter its second century, members, patrons and their guests will have many collegial opportunities to experience and support the Club's diverse programs spearheaded by authors, printers, designers, collectors and other experts in the field.

The Club's future programs will:

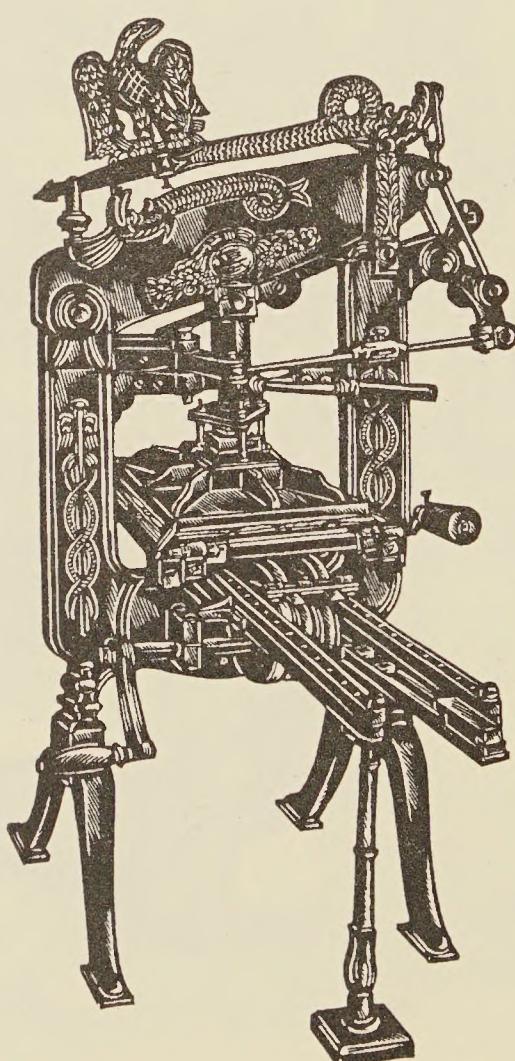
- Accommodate expanded audiences for its featured lectures, presentations, films, and workshops covering California history and culture, book collecting, and the book arts.
- Showcase the Club's past printed masterpieces, current books for sale, annual keepsakes and *Quarterly News-Letters*.
- Present enriched exhibitions in the Club's Gallery with new display cases and increased wall space.
- Offer hand-press workshops using the historic Columbian Press.
- Enhance browsing and reading in the cozy, dedicated Library collection of fine printing, graphic arts, bookbinding, and first editions on the history of bookmaking, bibliography, and books about books.
- Provide hands-on demonstrations in typography, printing, paper marbling, and hand bookbinding.
- Arrange field trips and tours of private library collections.
- Introduce the Club's fine print editions and their authors, artists and printers at publications parties.
- Co-sponsor collaborative events with allied book arts organizations.



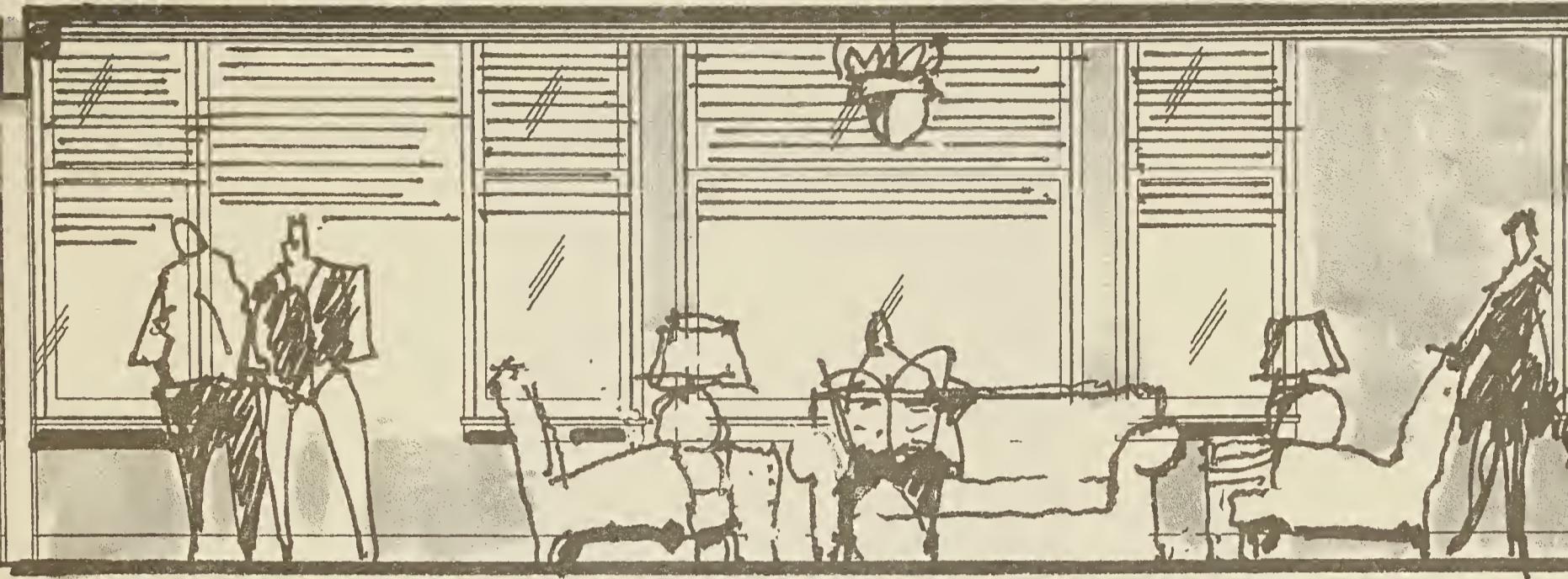


Club Room

- Reinvigorate regular Monday night hospitality with ongoing members' book offerings and library talks.
- Continue to present the annual Oscar Lewis Awards for outstanding contributions to western history and fine press printing.
- Expand library materials and collections.
- Host social gatherings in comfortable modular furniture and at a sit-down bar, as well as accommodating member/nonmember private rentals for parties and events.
- Feature our new retail space offering Book Club publications, ephemera and exclusive BCC items.
- Offer unique and enriching internships in the areas of publications, public programs and Club library.



Wood engraving by John De Pol



Window overlooking Union Square area



Display cases mark the entrance to the Gallery

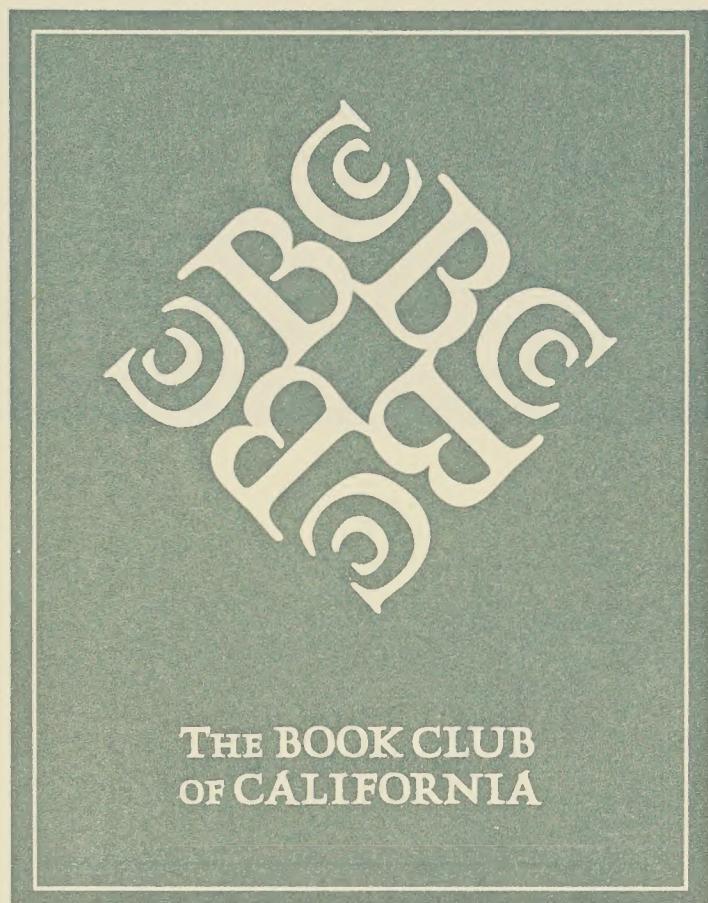
# *Introducing The Book Club Of California's New Pressmark*

A NOTE FROM CLUB PRESIDENT KATHLEEN BURCH

**F**or a century, the Book Club has used a variety of pressmarks, the best known by wood engraver Malette Dean. Our new elegance, though, required a special look. To gain a proprietary pressmark that is in harmony with the handsome design of our splendid rooms, the Club commissioned Ingalls Design. Longtime Book Club member Tom Ingalls is senior adjunct professor of graphic design at California College of the Arts.

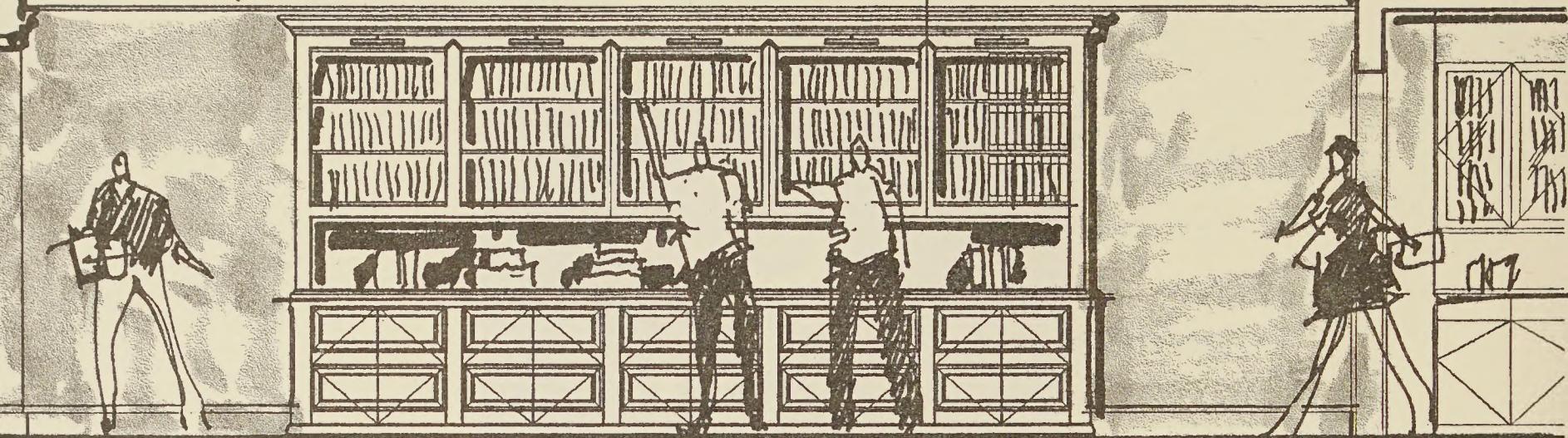
Types created by Frederic W. Goudy resonated with Ingalls for Goudy's California connections and the Club's past use of Goudy Thirty. For the pressmark type Ingalls settled on the Lanston Type Company's digitized Hadriano, named for the famed humanistic Roman emperor. Goudy developed it in 1911 from surreptitious rubbings of second-century inscriptions at the Louvre so that the University of California might have an elegant type for diplomas and certificates. For text, the Club chose Kennerley Old Style, another 1911 Goudy font. We have full fonts for use on the Columbian Press.

Our versatile interior designers, Candra Scott & Anderson, then inspired Ingalls with a Paris bookstall find, a portfolio of fantastic intertwined monograms. This strong pressmark, suitable for use in a wide range of colors, will adorn the club's stationery, signs, Web site, and publications.



THE BOOK CLUB OF CALIFORNIA

IN BOOKS LIES THE SOUL



## Thank You for Your Support

### \$50,000 & ABOVE

The Estate of Oscar Lewis

### \$5,000 & ABOVE

The Estate of Donald R.  
Fleming

### \$1,000 & ABOVE

Kathleen Burch  
Bruce & Mary Crawford  
Earl J. Emelson  
Susan Futterman  
Jim Henderson  
Barbara Land  
Chris Loker  
Randall Tarpey-Schwend  
Malcolm K. Whyte  
Thomas Edwin Woodhouse

### \$501 TO \$1,000

Anonymous  
Nancy Bloch  
Robert & Maureen Cates

### \$251 TO \$500

Anonymous

### Susan M. Allen

Thomas C. Benet  
Carolee Campbell  
Robert J. Chandler  
Mr. & Mrs. Jeremy C. Cole  
John Crichton  
Victoria Dailey  
John H. Garzoli  
Thomas A. Goldwasser  
John Hardy  
John Hawk  
Judy Signa Houghteling  
C. L. Ingalls  
Donald MacDonald  
Mary L. Manning  
John McBride  
Allen Mears  
David W. Pettus  
Paul Robertson  
David Rubiales  
Anne W. Smith  
J. Curtiss Taylor  
Michael R. Thompson  
John Tillotson

### \$126 TO \$250

Anonymous  
Barbara Aaron  
Terry Belanger  
Fred W. Bennett  
Leonard Berardi  
Robert Newton Bloch  
Philip E. Bowles  
David & Anne Bromer  
Susan Caspi  
Alfred Cavanaugh  
Lucy Rodgers Cohen  
Elizabeth Crahan  
Robert A. Dewey  
Harry L. Freeman  
Jay N. Guerber  
Michael Hecht  
Warren Heckrotte  
Robin Heyeck  
Jeffery W. Hill  
Charles M Hobson, III  
Rue Jenkins  
Roy C. Johns  
Sue Kaplan

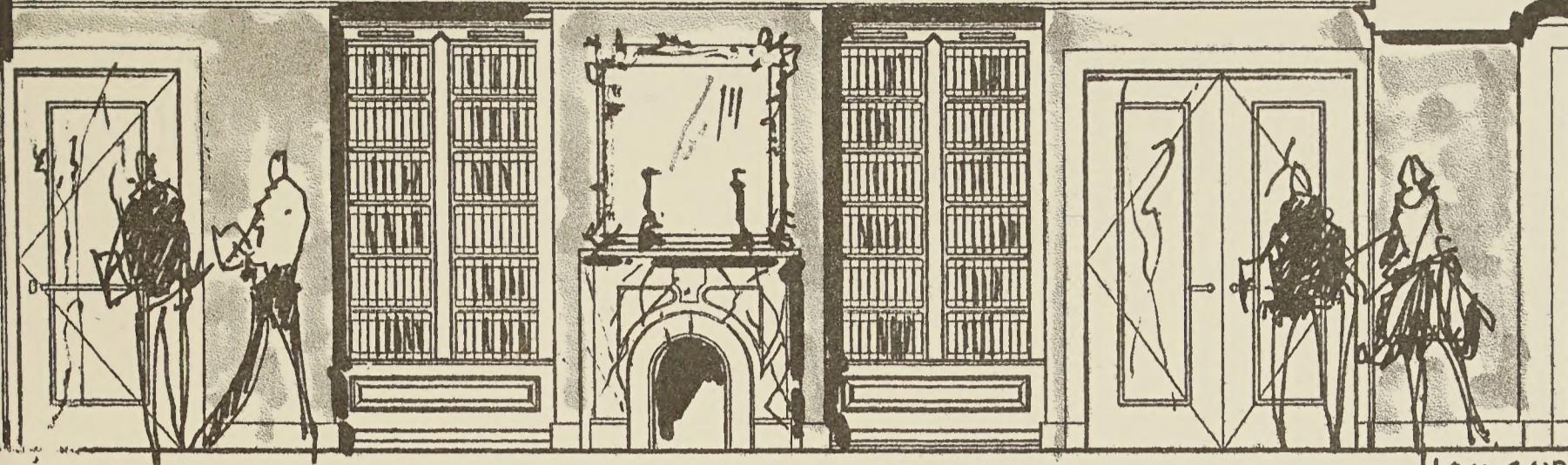
### Kenneth Karmiole

Mark Samuels Lasner  
Glen McLaughlin  
Constance C. Peabody  
Patrick William Reagh  
Roland K. Rebele  
Kathleen Rydar  
Robert A. Schnapper  
James B. Snyder  
Deke Sonnichsen  
Christine Taylor  
Nancy P. Weston  
David Wirshup

### \$100 TO \$125

Anonymous  
Thomas F. Andrews  
Gregg T. Atkins  
William P. Barlow, Jr.  
David Bayless  
John M. Bethards  
Perry Biestman  
Henry M. Bowles, Jr.  
A. T. Brugger

# THE ARTICULATED AUDIBLE VOICE



Book Club Bookshop (left)  
Browsing library for Book Club publications (right)

David Bryant  
John C. Carson, M.D.  
James C. De Remer  
Dorothy Deringer  
William G. Donohoo  
Donn F. Downing  
Rod Freebairn-Smith  
Charles A. Goldsmid  
Michael Good  
David Mike Hamilton  
David Hartley  
Nadezhda R. Henry  
Gordon & Kate Hollis  
William R. Holman  
Kevin P. Huntsman, M.D.  
Patricia Adler Ingram  
Robert H. Jackson  
Margaret H. Johnson  
Peter Keil  
Harlan Kessel  
Tim Kraus  
Frank La Pena  
Christine Lowenstein  
Bonnie McClintock

Michael McCone  
Charles Marion  
Monell, M.D.  
Eva & Michael Monroe  
Jane Ross Moore  
M. Patricia Morris  
James & Terry Nagel  
Hille Novak  
Doyce B. Nunis, Jr.  
Larry L. Page  
Gordon A. Pfeiffer  
Betsy Raymond  
Bernice D. Schwabacher  
Thomas C. Schwartzburg  
Henry L. Snyder  
Kevin Starr  
David Swinford  
Diana Margaret Thomas  
Michael Thompson  
Fred & Barbara Voltmer  
Jonne B. Walter  
Michael Zischke &  
Nadin Sponamore  
Vic Zoschak, Jr.

**OTHER CONTRIBUTIONS**  
Anonymous  
Robert A. Baum  
Steve Blackmer  
Marilynn D. Clarke  
Robert M. Ebiner  
Peter Fischler  
Czeslaw Jan Grycz  
Tyrus Harmsen  
Alan Hensher  
Roger R. Hilleary  
Jack H. Holland  
Nicole Howard  
Mrs. Ruth Kamena  
Linda Kruger  
Mary Laird  
Jack Lapidos & Lisa Bruce  
Willard A.E. Larson, M.D.  
Joseph Lebzon, M.D.  
Suzanne MacDonald  
David D McKinney  
Barbara Mortkowitz  
Catherine Mutz  
Jane & Robert Pomeroy  
James Norwood Pratt

Felicia Rice  
Bernard M. Rosenthal  
Molly Sinclair Goff  
Michael R. Slater  
Claudia Steenberg  
Dieter Tede  
Gordon Van De Water  
Monsignor F.J. Weber  
Bruce Whiteman  
Elaine Wismer  
William P. Wreden

## IN MEMORY OF DONALD FLEMING

Ann Whipple

## IN MEMORY OF CHARLES TANENBAUM

Barbara Land  
Andrew T. Nadell, M.D.  
Eleanore Ramsey  
Ann Whipple

## IN MEMORY OF HENRY MOISES & JEFFREY THOMAS

Louise M. Donleavy

# Grand Opening

SEPTEMBER 13, 2010

3 P.M. TO 8 P.M.

312 SUTTER STREET, FIFTH FLOOR

SAN FRANCISCO

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for the debut of  
The Book Club of California's  
Suite 500

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Experience Club activities  
in our brand new  
Club Room, Gallery and Library spaces

Join our Board of Directors,  
staff, and members—old and new—  
for tasty hors d'oeuvres • festive drink  
celebrity speakers • unlimited joy